

## Product Plan

Product ID 2014-06-25-09-43-26

### Product Stakeholders

Product manager(s)

Bill Elliott

Other (specify)

Publishing services partner (PSP)

Garin Granata

### Product

Product name (If a product name has not been determined, include possible titles to initiate contact with IP.)

Mormon Messages

Sponsoring department

Priesthood

### Annual Publishing Plan Information

This product is included in the approved annual publishing plan

☒ Yes ☐ No

If no, please explain how this product will be funded (e.g., new/expanded funding, and so on).

### Executive Summary

#### Product Overview

Summarize the product's background, context, purposes, and objectives, and indicate the primary and secondary audience.

In 2008, Mormon Messages were created to share the prophetic word from the General Authorities and leaders of the Church. These short inspirational videos, regarding gospel principles and values, are shared through various social media channels. They are created for members to share online with friends and family, as well as like-minded believers.

Define what success looks like for this product. Indicate any deliverables or assets that will be produced as a result (e.g., website, social media account, and so on).

The product is delivered across online media channels such as LDS.org, Mormon Channel and YouTube and other social media networks. The goal is to reach segments A-D through the Church as well as non member audience.

### Key Message

What is the key message of this product? Describe what you want people to know, feel, or do as a result of using this product. Also describe the tone and feel of the product.

Key messages based on the prophetic word from the General Authorities usually delivered in General Conference.

This product elevates, uplifts and edifies audiences in simple message form.

List any related Church products that have a similar purpose.

Types of content and deliverables (check all that apply, and include a description)

☒ Doctrinal study (scripture, prophetic word, etc.): Messages from General Authority talks in General Conference

☒ Support (training, information, etc.): Supplements teaching and training in the Church and home

☒ Inspiration (simplified, bite-size doctrine): Uplifting and spiritual messages through social media at home, church, friends and associates.

### Key Milestones

List key product milestones, including approval dates, launch dates, and so on.

Mormon Messages are produced monthly since 2008.

Several videos have surpassed the 1 million view mark, including the recent video "Stop-It" which has only been available for four months.

### Cost Estimates

Content development cost for the current year

\$ 325,000.00

Maintenance cost for the current year

\$ 50,000.00

Hard cost for the current year

\$ 25,000.00

Content development cost for future years

\$ 350,000.00

Maintenance cost for future years

\$ 65,000.00

Hard cost for future years

\$ 35,000.00

Estimated product cost for five years

\$ 2,425,000.00

## Product Plan—continued

### Executive Summary

#### Medium

In what other ways could this content be delivered in the future? Check yes for ways it *could* possibly be delivered and no for ways it absolutely *could not* be delivered. Select all that apply.

DVD <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	ePub <input type="checkbox"/> Yes <input type="checkbox"/> No	Exhibit <input type="checkbox"/> Yes <input type="checkbox"/> No	Kiosk <input type="checkbox"/> Yes <input type="checkbox"/> No	Manual <input type="checkbox"/> Yes <input type="checkbox"/> No	Mobile app <input type="checkbox"/> Yes <input type="checkbox"/> No
Presentation <input type="checkbox"/> Yes <input type="checkbox"/> No	Social media account <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Video (animated or live) <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	Web app <input type="checkbox"/> Yes <input type="checkbox"/> No	Website <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No	
Other (specify)					

### Delivery Channels

Indicate possible channels through which the product will be delivered (select all that apply)

<input type="checkbox"/> Broadcast	<input checked="" type="checkbox"/> General conference	<input type="checkbox"/> Liahona	<input type="checkbox"/> Newsroom
<input checked="" type="checkbox"/> Deseret Book	<input checked="" type="checkbox"/> Gospel Library	<input checked="" type="checkbox"/> Mobile	<input checked="" type="checkbox"/> Seminaries and Institutes of Religion website
<input type="checkbox"/> Distribution Center	<input type="checkbox"/> Kiosk, exhibit, or visitors' center	<input type="checkbox"/> Mormon.org	<input checked="" type="checkbox"/> Social media
<input type="checkbox"/> Ensign, Friend, or New Era	<input checked="" type="checkbox"/> LDS.org	<input checked="" type="checkbox"/> Mormon Channel	<input type="checkbox"/> Theater (small or large)
<input type="checkbox"/> FamilySearch.org	<input type="checkbox"/> Learning Management System (LMS)	<input type="checkbox"/> Other:	

### Content and Message Plan

#### Translation

This product will be translated into multiple languages

☐ No ☒ Yes (specify below):

☐ Introductory Phase ☐ Phase 1 ☐ Phase 2A ☒ Phase 2B

☐ Other languages (list):

#### Translation details

<input type="checkbox"/> Dubbing
<input type="checkbox"/> World report dubbing
<input type="checkbox"/> Closed captions
<input type="checkbox"/> Subtitles

### Audience

How many people do you expect to reach with this product?

Videos have been viewed over 76 million times thus far and will continue to grow with more videos being released

Audience demographics (check all that apply)

☒ General Church membership ☒ Nonmembers ☒ Inactive members ☐ Internal, operational use only ☒ Opinion leaders

Age demographics (if applicable)

☒ Adults (ages 30+) ☒ Young adults (ages 18–30) ☒ Primary children (ages 3–12) ☒ Youth (ages 12–18)

☒ Segment A ☒ Segment B ☒ Segment C ☒ Segment D ☒ Segment E

☐ Other (specify):

### Target Audience Motivators

Describe current audience perceptions, attitudes, and behaviors as they relate to this product.

Extremely favorable responses from our audiences online.

Feedback on Mormon Messages are based on comments on YouTube.

Who will conduct any additional audience research?

Multiple RID studies and feedback from Church leaders.

### Awareness Plan

Describe how the audience will become informed about your product, along with any potential challenges in spreading awareness.

Exposure through LDS.org, Mormon Channel, YouTube, BibleVideos, and Church Curriculum. Additional awareness efforts lead by Fernando Camilio utilizing social media channels (facebook, twitter, pinterest, etc.)

## Product Plan—continued

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### Evaluation Plan

Describe how you will evaluate the effectiveness of your product, including metrics and other data you will collect.

Church leadership, RID reports and user feedback and comments from social media.

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Indicate how frequently these measurements will be reported and to whom they will be reported.

Monthly evaluation reports to EDM and PEC

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### Maintenance Plan

Describe the ongoing maintenance needs for the product.

ICS and PSD will update and improve the viewers experience monthly.

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Indicate how often this content will need to be revised or updated.

Monthly meetings with assigned General Authority Managing Directors and Directors.

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Indicate how stakeholders will be notified of changes.

Elder Cardon who is our current General Authority and Elder Perkins from the CSC, are given monthly evaluation reports.

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Describe the product's retirement plan.

No retirement plan

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### Help Plan

Describe how the audience will get help using your product

Audience will be inspired and edified through the inspired words of prophets, apostles, the Savior and the scriptures.

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Describe who will be primarily responsible for maintaining any help content

Digital Media Producers and Web Publishers

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Will this product be supported by the GSC?

☒ Yes ☐ No

**Product Plan—continued****Flexibility Matrix** Check only one box in each row and column.

	High flexibility	Medium flexibility	Low flexibility
Resources (budget)	<input type="checkbox"/>	<input type="checkbox"/>	<input checked="" type="checkbox"/>
Scope (feature set)	<input type="checkbox"/>	<input checked="" type="checkbox"/>	<input type="checkbox"/>
Schedule	<input checked="" type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

**International Considerations**

Is this product intended for an international audience?

☒ Yes ☐ No

\*If yes, in what international areas will this product be distributed?

<input checked="" type="checkbox"/> Africa Southeast	<input type="checkbox"/> Africa West	<input checked="" type="checkbox"/> Asia	<input checked="" type="checkbox"/> Asia North	<input checked="" type="checkbox"/> Brazil
<input checked="" type="checkbox"/> Caribbean	<input checked="" type="checkbox"/> Central America	<input checked="" type="checkbox"/> Europe	<input checked="" type="checkbox"/> Europe East	<input checked="" type="checkbox"/> Mexico
<input type="checkbox"/> Middle East Africa North	<input type="checkbox"/> Pacific	<input type="checkbox"/> Philippines	<input checked="" type="checkbox"/> South America South	<input checked="" type="checkbox"/> South America Northwest

**Sponsoring Department Approval**

Signature of sponsoring department managing director

Date

9/2/2014

**Correlation Approval**

Signature of Director of Correlation Evaluation

Date

**CSC Approval**

CSC minute entry number

Date

**Area Requests** For Area Requests Only

Signature of Publishing Services Manager

Date

Signature of Correlation Intellectual Property Office reviewer

Date

CSC minute entry number

Date